

Geotourism a good way to get on the map

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R-C Editorial Board



Carl Malkmus of Gardnerville, riding Cash, leaves the Genoa Courthouse Museum with the mochila for his portion of the annual Pony Express re-ride, an example of a geotourism event. *Shannon Litz/R-C File Photo*

Carson Valley businesses and attractions are being invited to participate in the largest directory ever proposed for the Sierra Nevada.

For the labor of filling out a form and taking a picture, family-run establishments all along the Sierra front can share what they love about this part of the world and why they think people should visit.

But participating in the Sierra Nevada Geotourism project is going to require some patience.

Editors for the site, sponsored by National Geographic, the Sierra Business Council and the Sierra Nevada Conservancy, are looking for more than a laundry list of features.

They are looking for background, interesting facts, heartfelt description. In other words, they are looking for the reality behind the sign.

While most of the things that leap to mind when discussing geotourism are trails or activities, there are several places where the Valley's local businesses could benefit from the site.

This is an opportunity for those family-owned businesses that we know and love to share their story with the world.

We encourage those who love this place and its people to visit the project's Web site at www.sierranevadageotourism.com and see what sort of things are posted now.

Nominations for attractions are being sought during the summer, and those who make the final cut will literally find themselves on the map.